



PATENT

In re the Application of:
I. BENTOLILA et al.

Serial No.: 10/043,714

Filed: January 9, 2002

For :

**SYSTEM, METHOD, AND SOFTWARE
APPLICATION FOR TARGETED
ADVERTISING VIA BEHAVIORAL
MODEL CLUSTERING, AND
PREFERENCE PROGRAMMING BASED
ON BEHAVIORAL MODEL CLUSTER**

Irvine, California 92612

October 4, 2006

	CLAIMS REMAINING AFTER AMENDMENT					HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDITIONAL FEE
TOTAL	21	-	21	=	0		\$ 50.00	\$0.00	
INDEPENDENT	3	-	3	=	0		\$200.00	\$0.00	
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM							\$360.00	\$0.00	
							TOTAL	\$0.00	

- ☐ Petition for () month(s) extension of time pursuant to 37 C.F.R. §§ 1.17 and 1.136(a). \$0.00 for the extension of time.
- ☒ No fee is required.
- ☐ Check(s) in the amount of \$0.00 is(are) enclosed.
- ☐ Please charge Deposit Account No. 01-1960 in the amount of \$0.00. This form is submitted in triplicate.

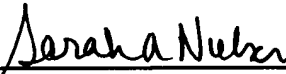
If necessary, the Commissioner is hereby authorized to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required in connection with this filing.

Attachment(s): Amendment 34 pp.

One replacement drawing sheet for Fig. 9

One annotated drawings sheet for Fig. 9 showing changes

Return Receipt Postcard

<p align="center"><u>CERTIFICATE OF MAILING</u></p> <p>I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on October <u>4</u>, 2006</p> <p>By: Sarah A. Nielsen</p> <p> _____ Signature</p>

Respectfully submitted,



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10/4/6
(Date)